

18. (NEW) A process for coloring keratin fibers comprising:

(a) applying a pretreatment composition onto keratin fibers, wherein the pretreatment composition comprises at least one substantive dye; and

(b) applying to the keratin fibers a coloring composition comprising at least one synthetic dye or synthetic dye precursor or combinations thereof, after applying the pretreatment composition.

19. (NEW) The process of claim 18, wherein the pretreatment composition is applied to the keratin fibers by spraying.

20. (NEW) The process of claim 18 wherein the substantive dye of the pretreatment composition is selected from one or more nitrobenzene derivatives, basic substantive dyes or triphenylmethane derivatives, or combinations thereof.

21. (NEW) The process of claim 20 wherein the substantive dye is selected from 3-nitro-4-aminophenol, 4-(3'-hydroxypropylamino)-3-nitrophenol, 1,4-bis-(β -hydroxyethyl)-amino-2-nitrobenzene, 1-(β -hydroxyethylamino)-2-nitro-4-aminobenzene, 1-(β -hydroxyethylamino)-2-nitrobenzene, 4-(β -hydroxyethylamino)-3-nitrophenol, HC Blue 2, Basic Blue 99, Basic Red 76, Basic Brown 16 or Basic Brown 17, or combinations thereof.

22. (NEW) The process of claim 21 wherein the substantive dye is present in the pretreatment composition in an amount of 0.001 weight percent to 20 weight percent, based on the total weight of the pretreatment composition.

23. (NEW) The process of claim 22 wherein the substantive dye is present in the pretreatment composition in an amount of 0.005 weight percent to 5 weight percent, based on the total weight of the pretreatment composition.

24. (NEW) The process of claim 22 wherein the pretreatment composition further comprises at least one fiber-structure-improving agent.

25. (NEW) The process of claim 18 wherein the pretreatment composition further comprises at least one fiber-structure-improving agent.

26. (NEW) The process of claim 25 wherein the fiber-structure-improving agent is selected from panthenol, one or more physiologically compatible panthenol derivatives, one or more plant extracts or honey, or combinations thereof.

27. (NEW) The process of claim 25 wherein the fiber-structure-improving agent comprises panthenol.

28. (NEW) The process of claim 18 wherein the pretreatment composition is contacted with the keratin fibers for 1 to 30 minutes before applying the coloring composition.

29. (NEW) The process of claim 28 wherein the pretreatment composition is contacted with the keratin fibers for 1 to 10 minutes before applying the coloring composition.

30. The process of claim 18 wherein the pretreatment composition has a pH ranging from 3 to 9.

31. The process of claim 30 wherein the pretreatment composition has a pH ranging from 4 to 8.

32. The process of claim 18 wherein the synthetic dye or synthetic dye precursor of the coloring composition comprises at least one oxidative dye precursor.

33. (NEW) The process of claim 32 wherein the oxidative dye precursor comprises at least one primary intermediate selected from p-phenylenediamine, p-toluylenediamine, p-aminophenol, 1-(2'-hydroxyethyl)-2,5-diaminobenzene, 4-amino-3-methylphenol, 2-aminomethyl-4-aminophenol or 2,4,5,6-tetraaminopyrimidine, or combinations thereof.

34. (NEW) The process of claim 33 wherein the oxidative dye precursor further comprises at least one secondary intermediate selected from 2-chloro-6-methyl-3-aminophenol, 5-amino-2-methylphenol, 2-amino-3-hydroxypyridine, 2,6-di-(β -hydroxyethylamino)-toluene, 2-methyl resorcinol or 1-naphthol, or combinations thereof.

35. (NEW) The process of claim 32 wherein the oxidative dye precursor comprises at least one secondary intermediate selected from 2-chloro-6-methyl-3-aminophenol, 5-amino-2-methylphenol, 2-amino-3-hydroxypyridine, 2,6-di-(β -hydroxyethylamino)-toluene, 2-methyl resorcinol or 1-naphthol, or combinations thereof.

36. (NEW) The process of claim 32 wherein the oxidative dye precursor is oxidized with an oxidizing agent comprising hydrogen peroxide.

37. (NEW) The process of claim 32 wherein the oxidative dye precursor is oxidized with an oxidizing system comprising one or more enzymes.

38. (NEW) A process for coloring hair comprising applying to hair a pretreatment composition comprising at least one substantive dye, and subsequently applying a coloring composition to obtain a uniform color over the length of the hair.

as 39. (NEW) The process of claim 38 wherein the pretreatment composition is applied to the hair by spraying the pretreatment composition onto the hair.

40. (NEW) The process of claim 38 wherein the pretreatment composition is applied to only the end portion of the hair.

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